CONTRACT

Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

Strategic Media Services
3299 K Street NW
Suite 200
Washington, DC 20007

Contract / Revision	Alt Order #
364485 /	06866728

Product
Anti-Baldwin

Contract Dates	Estimate #
10/24/12 - 10/30/12	

Advertiser	Original Date / Revision
National Republican Senatorial Committee	10/23/12 / 10/23/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WTMJ	Anjanette Brady	Petry-Philadelph

Special Handling

Demographic
Households

IDB#	Advertiser Code	Product Code
	X200	

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	10/24/12	10/26/12	Live at Daybreak-Early	5a-6a		:30			NM	1	$700.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	--WTF--	1		$700.00					
N 2	WTMJ	10/29/12	10/29/12	Live at Daybreak-Early	5a-6a		:30			NM	1	$700.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	M------	1		$700.00					
N 3	WTMJ	10/24/12	10/26/12	Live at Daybreak	6a-7a		:30			NM	1	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	--WTF--	1		$2,000.00					
N 4	WTMJ	10/29/12	10/30/12	Live at Daybreak	6a-7a		:30			NM	1	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	MT-----	1		$2,000.00					
N 5	WTMJ	10/24/12	10/26/12	Today Show M-F	7a-9a		:30			NM	2	$4,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	--WTF--	2		$2,000.00					
N 6	WTMJ	10/29/12	10/30/12	Today Show M-F	7a-9a		:30			NM	2	$4,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	MT-----	2		$2,000.00					
N 7	WTMJ	10/24/12	10/26/12	The Morning Blend	9a-10a		:30			NM	3	$750.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	--WTF--	3		$250.00					
N 8	WTMJ	10/29/12	10/30/12	The Morning Blend	9a-10a		:30			NM	2	$500.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	MT-----	2		$250.00					
N 9	WTMJ	10/24/12	10/26/12	Today Show II	10a-11a		:30			NM	3	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	--WTF--	3		$500.00					
N 10	WTMJ	10/29/12	10/30/12	Today Show II	10a-11a		:30			NM	2	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/29/12	11/04/12	MT-----	2		$500.00					
N 11	WTMJ	10/24/12	10/26/12	Today Show III	11a-12n		:30			NM	3	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		10/22/12	10/28/12	--WTF--	3		$500.00					

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.

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10/24/12 - 10/30/12	Anti-Baldwin	

Advertiser	Original Date / Revision
National Republican Sena	10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
N 12	WTMJ	10/29/12	10/30/12	Today Show III	11a-12n		:30			NM	2	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	MT-----	2	$500.00						
N 13	WTMJ	10/24/12	10/26/12	Days of Our Lives	1p-2p		:30			NM	3	$3,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/22/12	10/28/12	--WTF--	3	$1,000.00						
N 14	WTMJ	10/29/12	10/30/12	Days of Our Lives	1p-2p		:30			NM	2	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	MT-----	2	$1,000.00						
N 15	WTMJ	10/24/12	10/26/12	Live at 10pm M-F	10p-1035p		:30			NM	2	$10,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/22/12	10/28/12	--WTF--	2	$5,000.00						
N 16	WTMJ	10/24/12	10/24/12	Law & Order SVU	9p-10p		:30			NM	1	$6,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/22/12	10/28/12	--W----	1	$6,500.00						
N 17	WTMJ	10/26/12	10/26/12	Grimm	8p-9p		:30			NM	1	$7,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/22/12	10/28/12	----F--	1	$7,500.00						
N 18	WTMJ	10/27/12	10/27/12	Today Show Saturday	6a-8a		:30			NM	1	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/22/12	10/28/12	-----S-	1	$1,500.00						
N 19	WTMJ	10/27/12	10/27/12	Live at Daybreak-Sat. 8a-10a	8am-10am		:30			NM	1	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/22/12	10/28/12	-----S-	1	$1,500.00						
									Totals		34	$51,650.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	22	$40,450.00	$34,382.50
10/29/12 -10/30/12	12	$11,200.00	$9,520.00
Totals	34	$51,650.00	$43,902.50

Signature: _____ **Date:** _____

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